



DATE: May 14, 2010

TO: Advisory Board Members and Alternates

FROM: JD Allen, Manager

RE: *Board Meeting (9:30 am), Friday May 28, 2010
California Farm Bureau Building, Sacramento, California*

Board Chairman Sarb Johl has called a meeting of the Advisory Board to be held at the above time and place.

Because we will be having the Promotion Committee and the Executive Committee meeting the day before, (Thursday), some of you will need to have a room for the night of the 27th. I have arranged a block of rooms at the Hilton Garden Inn, which is just around the corner from the Farm Bureau. **Please indicate on the enclosed response form all pertinent information, so I can make reservations for you.**

We trust all of you will make every effort to be there. Please note that we will not be holding a Research Committee meeting as they have already made their recommendation and the Board accepted that recommendation at the meeting on March 12th.

Also, you will be receiving the meeting packet next week, after I receive the domestic and foreign promotion proposals, the revised nutritional proposal and the proposal from McDermott, Will and Emery.

We look forward to seeing you again on the 28th

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Special accommodations will be made for the physically handicapped, vision or hearing-impaired persons upon request. If accommodation is required, please call the Board office within 48 hours of the start of the meeting.

For program information (braille, large print, audiotape, etc.), individuals should contact the Board office 48 hours prior to the meeting.



California Cling Peach Board
Annual Board Meeting
Friday, May 28, 2010 -- 9:30 a.m.
California Farm Bureau Building – 1st Floor Conference Room
Sacramento, California

A G E N D A

- A. Call to Order/Attendance/Establish Quorum and Voting Status – ***Chairman Sarb Johl***
- B. Self-Introductions
- C. Review/Acceptance of Minutes, Board Meeting of 3/12/10
- D. Financial Report and (if necessary) Revision of 2009-2010 Budget – ***JD Allen***
- E. Crop Report (Board members' guesstimates)
- F. CLFP Report – ***Ed Yates***

- G. Research Committee Report – ***Rick Zolezzi***

- H. Advertising and Promotion Committee Report – ***Rajeev Davit***
 - 1. 2010-11 Foreign Promotion Proposal – ***Jean Valentine***
 - 2. 2010-11 Domestic Promotion Proposal – ***Ginny Hair***
 - 3. Nutritional Study Proposal

- I. Government and Trade Affairs/World Peach Conference – ***Rich Hudgins***

- J. Executive Committee Report – ***Rajeev Davit***
 - 1. Monfort Proposal
 - 2. Other Board contractors
 - 3. Budget Recommendation

- K. 2010-11 Budget Worksheet – ***JD Allen***
 - 1. Assessment Resolution "A"
 - 2. Executive Session to discuss Board Litigation or Personnel Pursuant to Article IX, Section 11126 of Govt. Code
 - 3. Budget Resolution "B"
 - 4. Management Resolution "C"

- L. Other Business
 - 1. Old Business
 - 2. New Business

- M. Open Discussion Period and Future Meeting Dates – November 4-5, 2010

- N. Adjournment

Board action may be taken on any of the above agenda items